

Internal and External Marketing of Your Trauma Program

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Course 2010

Internal Marketing

- ▶ What is “internal marketing?”
 - Internal marketing is sharing information with others within your facility
 - Educating others within your facility about what your trauma service is and does



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Internal Marketing

- ▶ Who really knows what you do?
 - You as the Trauma Coordinator know what you do
 - The Trauma Medical Director and Registrar has some idea
 - The ED /OR/ICU/Floor staff have an idea what you do
 - Perhaps your direct supervisor has an idea
 - But everyone else has no clue what you do and perhaps, on any given day, you wonder the same thing!!

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Internal Marketing

▶ Who needs to know what you do? Anyone?

- EMS services
- ED physicians
- ED/ICU/Floor/Radiology/Lab and OR staffs
- Surgeons
- Other physicians
- Department managers, department staff
- EVERYONE in the facility needs to know



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Internal Marketing

- ▶ Who is responsible to educate others?
- ▶ YOU ARE!!! Speak up!! Have a voice!
- ▶ BUT?????!!!!!!



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Internal Marketing



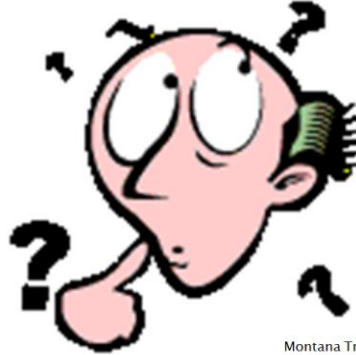
► How do you go about it?

- Find opportunities to talk about your program
 - Staff meetings, while making rounds on trauma patients, Trauma Committee meetings, other multidisciplinary committee meetings, Hospital Board meetings, even while having coffee in the cafeteria with other staff
 - Food is often a good tool to use to get people to come to a meeting
 - Provide annual report to department heads, Administration, Hospital Board about the trauma program

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Internal Marketing

- ▶ Come up with some sort of articulate response to this REALLY BIG question:
 - “So really, what do you do and what is a Trauma Program?”



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Internal Marketing

- ▶ Be able to talk about your service knowledgeably:

- How many patients a year do you see?
- Who are they (characteristics)?
- Has the patient population changed?
- What is the payer mix? How is reimbursement?
- What are the current care challenges?
- What processes are you currently working on?
- What resources do we have and what else is needed?
- What are your current program strengths?

Know who and what kinds of patients that your facility provides care for

Internal Marketing

► Other ways to market your program internally;

- Write articles/give updates for your hospital newsletter
- Provide educational sessions
- Make sure your facility's marketing program is aware of the Trauma Service
- Participate in Community outreach and civic activities
- Provide presentations to civic and service groups
- Always share your news with Administration, Board, Leadership, including your CEO



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Internal Marketing

▶ “Just a few meetings”

- Attend meetings within your facility & other program managers’ meetings
- Let people know who you are (Get your face out there and put yourself out there)
- Volunteer to work on other facility projects



Internal Marketing

- ▶ **What if people complain about care or criticize the program?**
 - Always take the complaints seriously and look at it from their perspective. Elicit their ideas
 - Keep an open mind; don't pre-judge
 - Thoroughly research the situation
 - Involve all of those who are affected
 - Educate people about what is happening and why
 - Let people know the outcome once a complaint has gone through the process
 - Make sure any processes changes are thoroughly communicated to those who need to know
 - Always follow-through on any complaints

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Internal Marketing

COMMUNICATION IS KEY!

- ▶ Share successes and challenges
- ▶ Network with other trauma coordinators
- ▶ Don't reinvent the wheel



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External Marketing

- ▶ Take your program into your community, region and state; participate in all levels of activity
- ▶ Offer to provide a presentation at another facility in your region that is considering designation or struggling with their system
- ▶ Invite others to come to your service and let them follow you around for a day;
“John Bleicher Trauma Coordinator Orientation Day!!”

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External Marketing

- ▶ Let your community know about your facility's contribution to trauma care
 - Make sure your facility's public relations person is included in marketing the trauma program
 - Go to the schools and be involved with education, retirement homes, Kiwanis , Knights of Columbus and injury prevention activities
 - Advertise in your community about what you do
 - Billboards, pamphlets, newspaper articles, facility web sites

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External Marketing

► Promotion

- Publicity strategies
- Vehicles for promotion
- The message itself
- Send that positive message about your program and your facility and how your Trauma Program is changing lives in your community!



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